



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO.138-2006

## LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 19, 2006

SUBJECT: Super Bowl XLI – February 4, 2007

As you know, South Florida is hosting Super Bowl XLI on February 4, 2007. Based upon past experience hosting Super Bowls, as well as other major events, the City has already begun planning efforts. Staff regularly meets with the National Football League (NFL) and South Florida Super Bowl Host Committee to ensure the City is informed and well prepared. To date, the majority of planning revolves around commitments the City has already made to the NFL and the Super Bowl Host Committee. It is safe to assume that other local and national companies or individuals will begin contacting the City seeking permission to host special events.

As is the case with all major event periods, the City must allocate its resources in the most efficient and responsible manner. As such, while we look forward to a successful Super Bowl event period, the City has notified all event producers, hotels, and other interested parties that the City does not anticipate accommodating any requests to host special events on public property that are not associated directly with the NFL or Super Bowl Host Committee. The City will, however, continue to work with those organizations who desire to host events on their property and require approvals for change of use.

For your information, attached is a current anticipated list of sanctioned events. Please keep in mind that staff works closely with the Super Bowl Host Committee to ensure that any changes can be supported by the City. Finally, as previously noted in the Bi-weekly update dated April 17, 2006, the NFL and City are continuing to work closely on the NFL Season Kickoff event in South Florida. The event is scheduled for September 7, 2006 and will include major headliner entertainment televised during the pre-game show, and a possible hour-long live cable telecast prior to the opening game in Pittsburgh versus the Miami Dolphins. A youth clinic and sponsor golf tournament is slated to occur in conjunction with this event. Elements of this event are still being defined. Currently, the NFL, Host Committee and City have been involved in preliminary planning efforts.

Please let me know if you have any questions.

C: Hilda Fernandez, Assistant City Manager  
Donald DeLucca, Chief of Police  
Max Sklar, Tourism and Cultural Development Director

Attachments

JMG/HMF/MAS

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# South Florida Super Bowl XLI Host Committee Special Events Committee

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## HOST COMMITTEE EVENTS:

### 1. SALUTE/OPENING CEREMONIES

Monday, Jan. 29

- Location: Lead venue is Hard Rock Live Arena (pending Seminole sponsorship)
- NFL has granted approval of location and appearances by new Commissioner and head coaches to event
- Program to incorporate key players from the past 8 Super Bowls in South Florida
- Model to include four quarters and a halftime; possible sponsorship of each
- High profile emcee most likely from CBS (sports or entertainment side)
- Major entertainment element
- VIP seating (includes dinner and show)
- Public sale of tickets for the show only
- Backup location is the Miami Performing Arts Center

### 2. DADE COUNTY MEDIA PARTY

Tuesday, Jan. 30

- Location: Lummus Park between 7th and 9th Streets
- Incorporate the 10<sup>th</sup> St. Auditorium for a "History of the Super Bowl"
- Considering lighting project of Ocean Drive
- Media access to Ocean Drive clubs following party

### 3. BROWARD COUNTY MEDIA PARTY

Wednesday, Jan. 31

- Currently considering Gulfstream or closure of Las Olas Blvd.
- Start party later due to co-existence with public
- Considerations for distance and bus transfer of media from South Beach hotels



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## **HOST COMMITTEE EVENTS (continued):**

### **4. INTERNATIONAL MEDIA PARTY**

Thursday, Feb. 1

- Location: Currently holding Vizcaya
- Did not want to trap international guests on a yacht but considering dropoffs by boat at event
- Inclusion of international consulates
- Interpreters from Coral Gables and Greater Miami and Miami Dade Chambers have committed their involvement
- Plan to host 500 media or 1,000 depending on guests and international community involvement
- Can bring in donated product or caterers as desired

### **5. VIP/SPONSOR GALA**

Friday, Feb. 2

- Currently considering the Miami Performing Arts Center (MPAC)
- Vizcaya is a candidate for this party but there is concern the party has outgrown this venue
- Fabulous new venue scheduled to open early this Fall
- Incorporate performances by the New World Symphony, Ballet, Florida Opera
- High end and elegant event
- Can bring in donated beverage product but must use Restaurant Associates for food

Victor Diaz will oversee events that are held in Miami Dade County and John Webb will focus on all event details for events held in Broward County.



# **South Florida Super Bowl XLI Host Committee Special Events Committee**

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## **SANCTIONING PROCESS / SUPER CELEBRATION SERIES:**

The NFL is limiting sanctioning this year by not promoting the application process online. Events are still encouraged but only a handful of events outside of the NFL's annual Super Bowl events will be promoted. Anyone is allowed to submit an event directly to the Host Committee for review but the League makes the determination on events brought in by producers or companies outside of the South Florida area. The Host Committee reviews any local submissions.

Only events that are NFL sanctioned or supported locally by the Host Committee will be listed on the website and within the official events guide. They will be identified by the use of the official Host Committee logo.

These public events, termed "*South Florida Host Committee Super Celebration Series*", currently include:

### **1. HOST COMMITTEE KICKOFF LUNCHEON**

Event will be held in fall 2006, location to be determined. Estimated attendance at the event is 1,500.

Event is designed for the business community. The NFL Commissioner will be the invited guest speaker.

The event is designed to showcase the economic implications of Super Bowl on the South Florida community.

### **2. VOLLEYPALOOZA**

One of South Beach's premiere events will be held on Super Bowl Saturday. This open to the public Model Volleyball tournament draws over 15,000 people to Ocean Drive and 8th street. The event also includes musical entertainment as well. It is a one day event beginning at 10 am and ending prior to Sundown.

Volleypalooza has also received significant national and international television coverage at past events. Volleypalooza stories have aired on ABC, NBC, CBS, Univision, and E just to name a few. The event reaches a broad demographic and has great appeal to the 18-34 male demographic.



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## **SANCTIONING PROCESS / SUPER CELEBRATION SERIES (continued):**

### **3. SUPER BEACH SHOOTOUT**

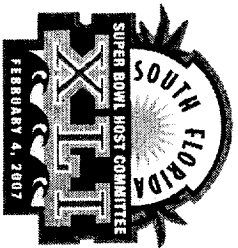
This upscale Sailfish Tournament will feature a minimum of 150 fisherman including a celebrity on each of the four person boats. The event will take place from Miami Beach Marina on Friday, Feb. 2. A Captains meeting will take place on Thursday and an awards event will follow the event on Friday.

### **4. SUPER FIESTON!**

One-day music based outdoor "block party" that will take place in a high density Hispanic area. The event will take place in Miami-Dade County most likely in Hialeah and an additional event may be added in Broward County the week prior most likely in Fort Lauderdale. The event will feature a well known Hispanic musical act, display booths and plenty of food and drink. Estimated attendance at each event is 10,000. Target audience is Hispanics ages 18-34. Hispanic Media Partners will be utilized to further promote the event.

### **5. SUPER CELEBRATION BROWARD**

The Host Committee is planning an open to the Public event in Broward County. The Host Committee is working with various municipalities including Hollywood Beach on a February 2nd and 3rd event. A festival including entertainment is being planned for Broward County. Projected attendance is 50,000.



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### **SANCTIONING PROCESS / SUPER CELEBRATION SERIES (continued):**

#### **6. SUPER CELEBRATION PALM BEACH**

The Host Committee is planning an open to the Public event in Palm Beach County. Mizner Park Amphitheatre in Boca Raton is the targeted location for the event. The event would be a day long festival with a free or low cost musical event at the end of the day. Date of the event would be either February 2nd or 3rd. Estimated attendance is 20,000.

Other event concepts under construction include a healthy lifestyle/fitness event and a fashion Show.